

ABSTRACT

A thermally sensitive recording medium comprising, a thermally sensitive recording medium providing an undercoating layer containing a pigment and a binder as main components and a thermally sensitive recording layer containing a colorless or pale colored basic leuco dye and a color developing agent, which reacts with said basic leuco dye, as main components on a substrate, wherein said undercoating layer contains carboxymethyl cellulose whose etherification degree is from 0.55 to 0.75. Causing the undercoating layer to further contain hydroxyethyl cellulose from the view point of high effectiveness.